

BALANCE SHEET
IVY NETWORK
JANUARY 31 1952

ASSETS

CASH IN BANK
ACCOUNTS RECEIVABLE
TOTAL ASSETS

\$276.89
1664.57

\$1941.46

LIABILITIES & EQUITY

ACCOUNTS PAYABLE
EXPENSE CREDITS
DUE PARTICIPATING STATIONS
 WDBS 239.07
 WHRB 4.62
 WPRU 136.62
 WXPB 421.62
 WYBC 60.87
 WVBR 138.00

237.49
121.01

WITHHELD FROM STATIONS
(\$75.00 EACH)

1000.80
450.00

1809.30

EQUITY

6 STATIONS @ \$30.00 EACH
LESS-LOSS FOR PERIOD

180.00
47.84

132.16

TOTAL LIABILITIES & EQUITY

\$1941.46

PROFIT & LOSS STATEMENT
IVY NETWORK
FEBRUARY 1 1951-JANUARY 31 1952

SALES	\$20726.75	
LESS-AGENCY COMMISSIONS	<u>2340.88</u>	\$18385.87
EXPENSES		
STATION TIME	12139.50	
SALES COMMISSIONS	1743.59	
TRAVEL & SALES EXPENSE	2133.62	
PROMOTIONAL EXPENSE	810.00	
CONVENTION EXPENSE	592.37	
TELEPHONE	327.46	
OFFICE	325.44	
ACCOUNTING	60.00	
MISCELLANEOUS	<u>296.73</u>	<u>18433.71</u>
LOSS FOR PERIOD		<u><u>(\$47.84)</u></u>